



# Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Winston, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	79.6%	Population	24,605	24,438
Rooted Rural	6.9%	Households	10,280	10,304
Heartland Communities	3.6%	Families	7,328	7,274
Home Town	3.0%	Median Age	40.2	42.2
Salt of the Earth	2.9%	Median Household Income	\$32,716	\$35,417

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	46	\$1,239.42	\$12,741,261
Men's	45	\$224.99	\$2,312,945
Women's	43	\$409.17	\$4,206,231
Children's	56	\$232.66	\$2,391,719
Footwear	39	\$189.24	\$1,945,418
Watches & Jewelry	53	\$118.61	\$1,219,265
Apparel Products and Services <sup>1</sup>	51	\$64.76	\$665,683
<b>Computer</b>			
Computers and Hardware for Home Use	51	\$108.33	\$1,113,617
Software and Accessories for Home Use	47	\$13.61	\$139,909
<b>Entertainment &amp; Recreation</b>	62	\$2,319.41	\$23,843,560
<b>Fees and Admissions</b>	44	\$274.07	\$2,817,402
Membership Fees for Clubs <sup>2</sup>	47	\$78.16	\$803,503
Fees for Participant Sports, excl. Trips	42	\$48.20	\$495,466
Admission to Movie/Theatre/Opera/Ballet	42	\$63.33	\$650,982
Admission to Sporting Events, excl. Trips	47	\$28.47	\$292,679
Fees for Recreational Lessons	44	\$55.54	\$570,949
Dating Services	63	\$0.37	\$3,823
<b>TV/Video/Sound Equipment</b>	57	\$822.13	\$8,451,486
Community Antenna or Cable TV	63	\$466.27	\$4,793,229
Televisions	49	\$143.21	\$1,472,248
VCRs, Video Cameras, and DVD Players	60	\$19.83	\$203,857
Video Cassettes and DVDs	57	\$37.49	\$385,448
Video Game Hardware and Software	56	\$20.23	\$208,003
Satellite Dishes	84	\$0.93	\$9,581
Rental of Video Cassettes and DVDs	56	\$28.51	\$293,038
Streaming/Downloaded Video	37	\$0.30	\$3,093
Sound Equipment <sup>3</sup>	48	\$102.21	\$1,050,766
Rental and Repair of TV/Radio/Sound Equipment	54	\$3.13	\$32,223
Pets	76	\$336.08	\$3,454,909
Toys and Games	62	\$92.72	\$953,202
Recreational Vehicles and Fees <sup>4</sup>	97	\$425.08	\$4,369,837
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$131.84	\$1,355,350
Photo Equipment and Supplies <sup>6</sup>	61	\$77.32	\$794,852
Reading <sup>7</sup>	56	\$160.17	\$1,646,522
<b>Food</b>	60	\$4,962.08	\$51,010,195
<b>Food at Home</b>	61	\$2,985.30	\$30,688,857
Bakery and Cereal Products	62	\$417.18	\$4,288,626
Meat, Poultry, Fish, and Eggs	62	\$761.17	\$7,824,794
Dairy Products	62	\$344.16	\$3,538,013
Fruit and Vegetables	56	\$461.19	\$4,741,078
Snacks and Other Food at Home <sup>8</sup>	63	\$1,001.59	\$10,296,346
<b>Food Away from Home</b>	58	\$1,976.78	\$20,321,338
Alcoholic Beverages	48	\$284.24	\$2,922,025
Nonalcoholic Beverages at Home	65	\$289.06	\$2,971,511



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	36	\$360.39	\$3,704,854
Vehicle Loans	72	\$4,177.46	\$42,944,257
<b>Health</b>			
Nonprescription Drugs	75	\$84.56	\$869,317
Prescription Drugs	75	\$424.82	\$4,367,138
Eyeglasses and Contact Lenses	67	\$51.61	\$530,576
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	52	\$4,748.38	\$48,813,347
Maintenance and Remodeling Services	51	\$1,048.68	\$10,780,408
Maintenance and Remodeling Materials <sup>10</sup>	82	\$341.64	\$3,512,034
Utilities, Fuel, and Public Services	66	\$2,999.57	\$30,835,606
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	55	\$76.35	\$784,892
Furniture	49	\$320.33	\$3,292,979
Floor Coverings	54	\$52.01	\$534,634
Major Appliances <sup>12</sup>	66	\$200.18	\$2,057,824
Housewares <sup>13</sup>	50	\$47.57	\$489,023
Small Appliances	63	\$22.26	\$228,864
Luggage	41	\$4.13	\$42,497
Telephones and Accessories	46	\$19.95	\$205,099
<b>Household Operations</b>			
Child Care	47	\$192.93	\$1,983,309
Lawn and Garden <sup>14</sup>	67	\$282.31	\$2,902,164
Moving/Storage/Freight Express	52	\$27.14	\$278,974
Housekeeping Supplies <sup>15</sup>	64	\$492.97	\$5,067,717
<b>Insurance</b>			
Owners and Renters Insurance	70	\$344.85	\$3,545,057
Vehicle Insurance	63	\$880.32	\$9,049,677
Life/Other Insurance	68	\$387.93	\$3,987,897
Health Insurance	68	\$1,381.72	\$14,204,120
Personal Care Products <sup>16</sup>	59	\$254.93	\$2,620,661
School Books and Supplies <sup>17</sup>	49	\$57.67	\$592,870
Smoking Products	77	\$347.93	\$3,576,736
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	67	\$3,470.14	\$35,672,994
Gasoline and Motor Oil	72	\$1,804.24	\$18,547,574
Vehicle Maintenance and Repairs	61	\$605.01	\$6,219,474
<b>Travel</b>			
Airline Fares	43	\$177.86	\$1,828,359
Lodging on Trips	54	\$228.08	\$2,344,631
Auto/Truck/Van Rental on Trips	40	\$15.68	\$161,139
Food and Drink on Trips	54	\$253.54	\$2,606,405

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.